



CALIFORNIA PRESERVATION FOUNDATION
ANNUAL PARTNERSHIP



Annual Partners receive access and exposure at CPF events throughout the year, including:

CALIFORNIA PRESERVATION AWARDS

October 18, 2019 | San Francisco

Celebrating the best in preservation, this event attracts hundreds each year.

CALIFORNIA PRESERVATION CONFERENCE

May 17-20, 2020 | Sacramento

Attracts more than 600 professionals from across California to learn, share, and network.

TOURS AND EDUCATIONAL EVENTS

CPF events run year round, training more than 1,500 people annually.

BECOME A PARTNER, by visiting californiapreservation.org/partnership, or contacting Andrew Shaffer andrew@californiapreservation.org 415.495.0349 x202

The **California Preservation Foundation** is a network of more than 18,000 members and supporters from across California and around the world, who work to protect our shared architectural and cultural heritage. CPF is a leader in preservation education and advocacy, annually training more than 1,500 people and responding to hundreds of requests for assistance. Your partnership helps to fund our work throughout the year, and we greatly appreciate your support!



CALIFORNIA
PRESERVATION
FOUNDATION

101 The Embarcadero, Suite 120
San Francisco, CA 94105

cpf@californiapreservation.org
415.495.0349

californiapreservation.org/partnership

PARTNERSHIP LEVELS

Annual Partners receive significant marketing and educational benefits, including:

- Listing on all printed marketing material and newsletters
- Inclusion in our online Resources Directory
- The opportunity to collaborate on a marketing campaign for a Preservation Design Award winning project (for Pediment Partners and above)
- CPF membership with unlimited free access to our webinars and workshops

\$10,000 CORNERSTONE PARTNER

8 tickets to the **Annual Conference**, 6 to Opening and President's Circle Reception

Significant exposure at the **Annual Conference**

Includes a full page ad in the program book, name and logo on all promo materials, exhibit booth, and database of opt-in registrant emails

6 tickets to the **California Preservation Awards** and significant exposure at the event

Includes name and logo on all promotional materials, and a full page ad in the program book

\$7,500 PEDIMENT PARTNER

6 tickets to the **Annual Conference**, 4 to Opening and President's Circle Reception

Significant exposure at the **Annual Conference**

Includes a full page ad in the program book, name and logo on all promo materials, and exhibit booth

4 tickets to the **California Preservation Awards** and significant exposure at the event

Includes name and logo on all promotional materials, and a half page ad in the program book

\$5,000 CORNICE PARTNER

4 tickets to the **Annual Conference**, 2 to Opening and President's Circle Reception

Enhanced exposure at the **Annual Conference**

Includes a half page ad in the program book, name and logo on all promo materials, and exhibit booth

2 tickets to the **California Preservation Awards** and enhanced exposure at the event

Includes name and logo on all promotional materials

LEARN MORE

Interested in additional ways of getting involved? Visit us online at californiapreservation.org/partnership for a complete list of opportunities.

EDUCATIONAL PARTNER

Make a short presentation at every CPF workshop and webinar, name and logo on all promo and educational materials, a full page ad in the conference program book, and a database of opt-in registrant emails by becoming our Educational Partner. Contact Andrew Shaffer at andrew@californiapreservation.org or 415.495.0349 x202 to discuss pricing and additional benefits.

DEADLINES & EXPIRATIONS

Commitments received before **May 1** will receive benefits until **April 30** of the following year.

Commitments received before **October 1** will receive benefits until **September 30** of the following year.

*Image of the Ferry Building in San Francisco, winner of a 2017 Preservation Design Award.
Photo © Nat + Cody*

CALIFORNIA PRESERVATION FOUNDATION

Partnership Commitment



Thank you for partnering with the California Preservation Foundation

Your partnership highlights your commitment to protecting and preserving our shared heritage.
Visit californiapreservation.org/partnership for additional information about each level of sponsorship.

PARTNERSHIP COMMITMENT FORM

Company/Affiliation	Website/URL	
Billing Address		
City	State	Zip Code
Contact Name	E Mail	
Phone	Fax	
Signature	Date	

SPONSORSHIP LEVEL

ANNUAL PARTNERSHIP

☐ \$10,000 Cornerstone ☐ \$7,500 Pediment ☐ \$5,000 Cornice

DEADLINES & EXPIRATIONS

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CALIFORNIA PRESERVATION AWARDS SPONSORSHIP

Visit californiapreservation.org/awards for additional details.

CALIFORNIA PRESERVATION CONFERENCE SPONSORSHIP

Visit californiapreservation.org/conference for additional details.

PAYMENT

A 50% deposit is due with this form.

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Cardholder Name		
Credit Card Number	Expiration Date	CVV Code
Signature		

Questions?

For more information, contact Andrew Shaffer
415.495.0349, ext 202
andrew@californiapreservation.org

Please include a copy of this form with payment.

Mail to:

California Preservation Foundation
101 The Embarcadero, Suite 120
San Francisco, CA 94105

California Preservation Awards

Marketing Benefits

We are proud of every Award winning project and we work to share these stories of preservation excellence around the state. Each winning project will receive a dedicated webpage and press release, which will be distributed to local press. Additional marketing benefits are detailed below.

Email Blast

Reach 10,000 people across California with an email blast highlighting your project and your support of the California Preservation Awards. *Available to Pediment and Cornerstone Partners.*

Social Media Tags

Be seen by more than 5,000 people across Facebook, Twitter, and Instagram with a tag on posts highlighting your project and your support. *Available to all Annual Partners.*

Name and Logo on Affiliated Project Webpage

Receive prominent visibility on the webpage of an affiliated 2019 Award Winning Project, estimated to receive more than 1,000 hits annually. *Available to all Annual Partners.*

CPF's Reach

The California Preservation Foundation (CPF) is a network of nearly 20,000 people from across the state and around the world who are invested in supporting preservation, and the organizations who work to preserve our shared heritage.

- Our website receives more than **100,000** hits per year.
- 2018 Awards webpages and social media posts received more than **40,000** hits.
- Our emails land in approximately **10,000** inboxes.
- CPF's social media accounts have more than **5,500** followers.

We have a diverse audience, drawing from every community across the state. Our audience is:

- Predominantly located in the San Francisco Bay Area and Los Angeles region, but we have followers and supporters throughout California.
- Mostly between 35-55, with members ranging from students to retirees.
- Largely mid-career professionals, including decision makers at hundreds of firms, nonprofits, and cities throughout California.

For more information about how CPF can work with you on promoting your project and your work, contact Andrew Shaffer at andrew@californiapreservation.org